



## **BloomNet® Introduces New Floral Selection Guide Containing More Than 250 Forward-Trending Designs**

CARLE PLACE, N.Y.--(BUSINESS WIRE)--Jul. 17, 2007--BloomNet®, a preferred wire service provider and single destination for products and services for retail Florists worldwide, and wholly-owned subsidiary of 1-800-FLOWERS.COM (FLWS), continues to strengthen its position in the floral industry with the introduction of the industry's most recent Floral Selection Guide to support BloomNet Professional Florists in growing their sales and increasing their profit potential.

The BloomNet Floral Selection Guide, entitled "expressions of flowers™," is an exquisite collection of more than 250 new, beautiful and distinctive floral arrangements that allow consumers to express their personal sentiment for any occasion and all of life's special celebrations. The floral arrangements found in "expressions of flowers" were created specifically for BloomNet Professional Florists by some of the floral industry's best known and most highly regarded floral artisans.

An essential marketing tool for all BloomNet Florists, big or small, the BloomNet Floral Selection Guide supports florist-to-florist orders through the BloomNet network. With all BloomNet Professional florists having the Floral Selection Guide in their store, their customers can express their sentiments through the wonderful gift of flowers, while having peace of mind that quality and consistency will be met.

"BloomNet Florists can take full advantage of our versatile new Floral Selection Guide to attract more customers as well as enhance existing customer relationships. The Floral Selection Guide is an incredibly effective marketing tool, offering innovative floral design ideas and an exciting opportunity for florists to provide their customers with fresh and forward-trending floral arrangements that will allow them to send a unique and beautiful gift, a thoughtful expression of flowers," said Mark Nance, President of BloomNet.

Included in the new BloomNet Floral Selection Guide is a first-of-its-kind workroom manual, complete with a full array of images, recipes, pricing sheets and an extensive collection of helpful tips covering such topics as design techniques and fresh floral care and handling. Also included is an easy to use CD-Rom containing pricing and website images. Utilizing the CD, florists can instantly view recipes and images, modify pricing to meet their specific needs, export recipes and pricing to Microsoft® Excel, and download any image for use on their websites.

For further information about the new BloomNet Floral Selection Guide, or to become a BloomNet Professional Florist, call 1-866-BloomNet (1-866-256-6663).

### **About BloomNet®**

BloomNet® is an international floral wire service provider offering quality products and diverse services to a select network of professional retail Florists who utilize BloomNet's resources to grow their businesses profitably. Professional Florists who are part of the BloomNet network can take advantage of several key benefits including higher profitability on wire orders, the highest published rebate in the industry with lower rebate qualifications, lower operating costs, lower membership costs and a complete suite of technology solutions. BloomNet has established and maintains the industry's most stringent business standards for participating Florists. BloomNet is a wholly-owned subsidiary of 1-800-FLOWERS.COM (FLWS).